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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/523,410	03/10/2000	Geoffrey W. Simons	MLLTP006	4632

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EXAMINER

SMITH, PETER J

ART UNIT	PAPER NUMBER
2176	9

DATE MAILED: 07/09/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	Application No.	Applicant(s)	<i>[Signature]</i>
	09/523,410	SIMONS, GEOFFREY W.	
Examiner	Art Unit		
Peter J Smith	2176		

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

1) Responsive to communication(s) filed on 03/10/2000.

2a) This action is **FINAL**.      2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

4) Claim(s) 1-14 is/are pending in the application.

4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.

5) Claim(s) \_\_\_\_\_ is/are allowed.

6) Claim(s) 1-14 is/are rejected.

7) Claim(s) \_\_\_\_\_ is/are objected to.

8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on 10 March 2000 is/are: a) accepted or b) objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

11) The proposed drawing correction filed on \_\_\_\_\_ is: a) approved b) disapproved by the Examiner.

    If approved, corrected drawings are required in reply to this Office action.

12) The oath or declaration is objected to by the Examiner.

#### Priority under 35 U.S.C. §§ 119 and 120

13) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some \* c) None of:

    1. Certified copies of the priority documents have been received.

    2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.

    3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    \* See the attached detailed Office action for a list of the certified copies not received.

14) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).

    a) The translation of the foreign language provisional application has been received.

15) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

#### Attachment(s)

1) Notice of References Cited (PTO-892)      4) Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_ .

2) Notice of Draftsperson's Patent Drawing Review (PTO-948)      5) Notice of Informal Patent Application (PTO-152)

3) Information Disclosure Statement(s) (PTO-1449) Paper No(s) \_\_\_\_\_ .      6) Other: \_\_\_\_\_ .

### DETAILED ACTION

1. This action is responsive to communications: application filed on 01/14/00.
2. Claims 1-14 are pending in the case. Claims 1 and 11 are independent claims.

#### *Claim Rejections - 35 USC § 103*

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. **Claims 1-14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hunt et al., US 6,496,855 B1 priority filed 03/02/1999 in view of Kraemer, US 6,490,602 filed 01/15/1999.**

**Regarding independent claim 1,** Hunt teaches accessing a first primary data profile containing a non-filtered set of data corresponding to a first user in col. 6 lines 44-52. Hunt also teaches the creation of different “personalities” which are secondary profiles wherein they contain a filtered set of data derived from the primary data profile in col. 6 line 53 to col. 7 line 11. What Hunt does not teach is the coalescing of data from a secondary data profile and the data from a second primary data file to construct a third data set wherein the third data set is used to complete an online form such that certain data items required by the form relating to the first user are taken from the secondary profile portion of the third data set.

Kraemer teaches in col. 4 lines 8-45 and also in col. 6 line 58 – col. 7 line 10 that a third data set, referred to as a purchase command, is constructed from data relating to the gift receiver

and data relating to the gift giver and is then used to complete an online form for a vendor selling the gift. It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Hunt with Kraemer to enable users to share profiles guided by privacy preferences including transaction information such as billing and shipping addresses to complete a gift-giving-gift-receiving transaction over the internet.

It would have been very desirable and obvious to one of ordinary skill to combine the teachings to enhance the user data profiles protected by privacy preference policies of Hunt with the gift registry method and apparatus of Kraemer and create the claimed invention. The person of ordinary skill in the art would have desired to make this modification to enhance the registry process by reducing the time required to complete a transaction. By using the profiles taught by Hunt the person of ordinary skill could create a system which uses the datasets pertaining to the gift-receiver and the gift-giver to automatically fill out the vendor forms instead of the gift-giver having to enter the data required for the purchase order each time said gift-giver wishes to provide a gift for a gift-receiver.

**Regarding dependent claim 2**, which is dependent on claim 1, Hunt and Kraemer teach the limitations of claim 1 as explained above. Hunt teaches in col. 6 line 64 – col. 7 line 5 selecting particular data items from the non-filtered set of data that the first user intends to share with one or more computer network users. Computer network users of the websites which the data may be released to may be able to use the data which is released to the websites.

**Regarding dependent claim 3**, which is dependent on claim 1, Hunt and Kraemer teach the limitations of claim 1 as explained above. Hunt teaches in col. 6 line 64 – col. 7 line 5 creating a secondary data profile for a specific computer network user. The specific website

which the first user's "personality" is set up for might be released only to another specific computer network user of that site.

**Regarding dependent claim 4**, which is dependent on claim 3, Hunt and Kraemer teach the limitations of claim 3 as explained above. Hunt does not expressly teach that the specific computer network user is a gift giver and the first user is a gift receiver. Kraemer does teach that the specific computer network user is a gift giver and the first user is a gift receiver in col. 6 lines 16-57.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Kraemer into Hunt to create the claimed invention. One skilled in the art would have been obviously motivated to set up an online gift registry using the profiles of Hunt where the specific computer network user is a gift giver and the first user is a gift receiver. This would be very desirable to allow the gift giver to purchase gifts for the gift receiver over the internet and not have to travel to a store as previously was necessary to purchase a gift through a gift registry for a gift recipient.

**Regarding dependent claim 5**, which is dependent on claim 1, Hunt and Kraemer teach the limitations of claim 1 as explained above. Hunt teaches in col. 6 line 53 – col. 7 line 10 that the privacy preferences of the "personalities" or secondary data profiles are inherited from the first primary data profile privacy policies.

**Regarding dependent claim 6**, which is dependent on claim 5, Hunt and Kraemer teach the limitations of claim 5 as explained above. Hunt teaches in col. 6 line 53 – col. 7 line 10 that the privacy preferences attached to the secondary data profile determine how the secondary data profile will be used.

**Regarding dependent claim 7**, which is dependent on claim 1, Hunt and Kraemer teach the limitations of claim 1 as explained above. Hunt does not teach taking data from the secondary data profile relating to shipping and specific characteristics of the first user and taking data from the second primary data profile relating to billing. Kraemer does teach a purchase command in col. 4 lines 8-45 and col. 6 lines 16-57 which requires data from both the gift giver and gift recipient in order to appropriately fill out the vendor purchase form.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Kraemer into Hunt to create the claimed invention. It would have been obvious and desirable to use the profiles of Hunt to increase the automation of filling out the vendor purchase form and thus reducing the amount of time required for the transaction. This is an obvious benefit of the combination of the two teachings and would have been implemented by one of ordinary skill in the art at the time of the invention.

**Regarding dependent claim 8**, which is dependent on claim 1, Hunt and Kraemer teach the limitations of claim 1 as explained above. Hunt does not teach automatically filling in an online form with data from the third data set once the first user has been selected by a second user. Kraemer does teach in col. 6 line 58 – col. 7 line 10 filling out an online vendor form automatically with a purchase command which is the equivalent of the third data set because the purchase command contains information pertaining to both the first and second users.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Kraemer into Hunt to create the claimed invention. Automatic form filling techniques were well known to one of ordinary skill in that art at the time of the invention and it would be desirable to implement such techniques to decrease the amount of time required to

process a gift transaction. It would have been obvious for one of ordinary skill in the art to modify Hunt with Kraemer to use the data profiles provided by Hunt to automatically fill online vendor forms as is taught by Kraemer. The profiles would have saved the users time since they would not have to enter their billing, shipping and other characteristic information respectively each time they enter into a transaction.

**Regarding dependent claim 9**, which is dependent on claim 8, Hunt and Kraemer teach the limitations of claim 8 as explained above. Hunt teaches in col. 6 line 53 – col. 7 line 10 requesting access to use the secondary data profile which may be in response to a notification to fill in an online form.

**Regarding dependent claim 10**, which is dependent on claim 9, Hunt and Kraemer teach the limitations of claim 9 as explained above. Hunt teaches in col. 6 line 7 – col. 7 line 10 granting access to the secondary data profile which may thereby enabling a computer network user to fill in the online form. The computer network user may access the secondary profile through the website receiving the data from first user and then use that data to fill in an online form at a vendor website.

**Regarding independent claim 11**, Hunt teaches in col. 6 line 53 – col. 7 line 10 creating a filtered data set containing data the information provider is willing to share with particular third-party users, including the information requester. What Hunt does not teach is retrieving an online merchant form having a plurality of fields, inserting data from the information requester, the online merchant form having a plurality of fields, or granting access to the filtered data set by the information provider to the information requester so that data from the filtered data set is inserted into a second subset of the plurality of fields, wherein the online merchant form is from

an online merchant not affiliated with any other online merchant. Kraemer does teach this in col. 6 line 58 – col. 7 line 10 and in col. 5 lines 30-39. Kraemer discloses that an online vendor form, which would obviously have a plurality of fields, may be received from a vendor and that it may be filled out automatically with the purchase command. Kraemer also discloses that the vendor maybe “unlisted” which obviously means the vendor is not affiliated with the enhanced server aiding the user.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Kraemer into Hunt to create the claimed invention. It would have been desirable and obvious for one of ordinary skill in the art at the time of the invention to use the profiles of Hunt to provide the data for online merchant forms since a major purpose of the internet is to promote electronic commerce. Furthermore, it would have been obvious and desirable to use the teaching of Kraemer to modify Hunt so that the information may be provided to online vendors, or merchants, regardless of their affiliation. This would greatly enhance the product offered to the users in that they are not constrained by a particular network of vendors as disclosed in Kraemer. The ability of the user to make purchases from “unlisted” web sites grants more freedom to the user and thus increases the chance that the user would have used the gift-purchasing product.

**Regarding dependent claim 12**, which is dependent on claim 11, Hunt and Kraemer teach the limitations of claim 11 as explained above. Hunt does not teach wherein the online merchant is not associated with a network or group of other online merchants. Kraemer teach wherein the online merchant is not associated with a network or group of other online merchants

in col. 5 lines 30-39. The online vendors may be “unlisted” which means they are not part of the network of vendors affiliated with the enhanced server assisting the user.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine Kraemer into Hunt to create the claimed invention. It would have been obvious and desirable to use the teaching of Kraemer to modify Hunt so that the information may be provided to online vendors, or merchants, regardless of their affiliation. This would greatly enhance the product offered to the users in that they are not constrained by a particular network of vendors as disclosed in Kraemer. The ability of the user to make purchases from “unlisted” web sites grants more freedom to the user and thus increases the chance that the user would have used the gift-purchasing product.

**Regarding dependent claim 13**, which is dependent on claim 11, Hunt and Kraemer teach the limitations of claim 11 as explained above. Hunt teaches dynamically updating the filtered data set by the information provider such that the information requester has access to only the updated information in Fig. 5 and col. 9 lines 16-45. The user may log in and change the information and privacy policies an indefinite number of times.

**Regarding dependent claim 14**, which is dependent on claim 13, Hunt and Kraemer teach the limitations of claim 13 as explained above. Hunt teaches a filtered data set can be updated by editing an underlying un-filtered data set under the control of the information provider in Fig. 5 and col. 9 lines 16-45. Changing the information and privacy policies at this point will alter the “personalities” or filtered data sets accordingly and such changes may be made an indefinite number of times.

***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Gupta et al., US 6,199,079 B1 priority filed 03/09/1998 discloses a method and system for automatically filling forms in an integrated network based transaction environment. Veeneman et al., US 5,774,874 priority filed 10/6/1993 discloses a multi-merchant gift registry. Hartman et al., US 5,960,411 filed 09/12/1997 discloses a method and system for placing a purchase order via a communications network. Markus, US 6,499,042 B1 priority filed 10/07/1998 discloses a method and apparatus for automatically filling in electronic forms online with a user's personal data. LeRoy et al., US 5,970,474 filed 04/24/1997 discloses a registry information system for shoppers. Veeneman et al., US 5,754,981 priority filed 10/6/1993 discloses a gift registry apparatus which provides registration of information for a gift registrant and allows access to the registry by potential gift giver users.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Peter J Smith whose telephone number is 703-305-5931. The examiner can normally be reached on Mondays-Fridays 7:00am-3:30pm.

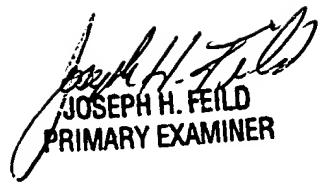
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Joseph H Feild can be reached on 703-305-9792. The fax phone numbers for the organization where this application or proceeding is assigned are 703-746-7239 for regular communications and 703-746-7238 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-305-3900.

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June 30, 2003



JOSEPH H. FEILD  
PRIMARY EXAMINER